

NECTAR CHILE FACT SHEET

General Facts

- Nectar Chile is owned by Cencosud, one of the largest retail groups in South America, through a licensing and royalty agreement.
- Aimia in South America provides Cencosud with the Nectar brand, program design, the technology, and loyalty management services.
- Nectar Chile was launched in August 2010 and now has over 4,000,000 active members.
- Active households represent about 40% of Chilean households.

Accumulation Partners

- Members can accumulate in any of Cencosud's business units including; Jumbo and Santa Isabel Supermarkets, Paris department stores, Easy DIY stores, Tarjetas Mas Credit Card, insurance and travel.

Rewards

- Over 900,000 members have redeemed in the 9 months since program launch.

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AIMIA

